

FSC-51-A	3/29/95	TO: RM/ RBM/ ROM
SUBJECT: DORAL "Personal Selling" Conversion Kit - Item #487304		
DISTRIBUTION:		
<u>X</u> AVP	<u>X</u> CAM	___ ELM
<u>X</u> RM	<u>X</u> Reg.Mil.Mgr.	___ MIL
<u>X</u> RBM	___ Reg.DF Mgr.	___ DF
<u>X</u> ROM	___ DM	___ REP

cc: RBM
ROM
SAMS
DMS
TEDS
Reps
SRTs
Damen

c/m: 4-5-95

PLEASE DISSEMINATE TO ALL FIELD SALES PERSONNEL

The DORAL Business Unit is pleased to announce the availability of a simple, easy-to-use Personal Selling/Conversion Kit for your use in converting competitive branded savings smokers. DORAL continues to grow nationally and this kit will provide you with another valuable tool to gain volume and share.

The DORAL Personal Selling/Conversion Kit contains the following:

- Product messages regarding premium taste, product guarantee, and DORAL & Co. rewards.
- A buy-one-pack-get-one-free coupon.
- A \$3 off 4 packs or 1 carton coupon.
- A DORAL & Co. Business Reply Card (BRC).

Conversion Kit Detail

- Item # - 487304 - SKU Pack = 50 Kits - Available immediately for ROU ordering.
- Allocation - All full-time Field personnel are allocated 50 kits (1 SKU). Heavy-up DORAL markets are allocated additional SKUs for use by SRTs or PTSWs.
- Extra SKUs can be produced if required later in 1995.

Selling Points

- Available for competitive branded savings smokers 21 years of age or older (GPC, Basic, Montclair).
- Only offer the kit to qualified smokers who will stop and listen to your DORAL message.
- The BRC must be completed in the store before giving the coupons or kit to consumer. Please ensure the card is filled out clearly, correctly, and completely. If the consumer will not take the time to fill out the BRC, do not give them the kit. You should remove the top portion of the BRCs and mail them immediately. All BRCs must be name stamped under the consumer's telephone number. Individuals without name stamps should print their last name and division number in this area. This will enable Winston-Salem to track conversion responses to the correct division and individual. It is vital to the success of this program to obtain these BRCs from the consumer at store level. Regions will be advised of the responses received from their areas.
- When talking to competitive smokers, tell them we have changed DORAL's blend to improve its taste and added more tobacco to give them a longer-lasting cigarette. This is important for competitive smokers to know but should not be widely announced to our franchise smokers.

Consumer Contact From DORAL & Co.

After receiving a signed, qualified BRC, DORAL & Co. will contact the consumer within two weeks via a telephone call. The consumer will receive at least three mailings from DORAL & Co. with valuable offers. If they respond to these mailings, they will be placed on DORAL & Co.'s permanent database to receive all future mail offers.

Personal Selling Procedure

Competitive savings smokers should be approached and qualified in the same manner in which has been previously communicated. The attached page outlines the procedure and highlights the product attributes of DORAL.

R. J. REYNOLDS TOBACCO COMPANY

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PERSONAL SELLING STEPS - GUIDELINES

- 1) Address the consumer.
 - "I see you're a smoker."
- 2) Introduce yourself and get their name.
 - Personalize the contact.
- 3) Verify smoker's age.
 - "What is your date of birth?"
 - "I can only make promotional offers to smokers 21+."
- 4 Ask for a minute of their time.
- 5) Probe for product reasons to switch.
 - "Do you think that all savings cigarettes taste the same?"
 - "What do you think makes cigarettes different?"
- 6) Confirm correct answers.
 - "You're right; they are not all the same."
- 7) Deliver product reasons to switch.

DORAL . . .

Product Points

- Has changed its blend to give you a better, longer-lasting smoke.
- Is the only national savings brand with a premium taste guarantee. It is a no-risk proposition; our 800 number is on every pack (compare their pack to a DORAL pack). 1-800-252-3500

Brand Points

- Has a quality look, premium taste, and has the same unpromoted price as Basic, GPC, or Montclair.
- Treats its smokers better through its direct mail program called "DORAL & Co."
 - Bonus coupons
 - Free carton for every 7 purchased
 - Smokers' rights information
 - Savings bond offers
 - Sweepstakes for trips, etc.
 - And much more

- 8) Ask for the purchase. Offer to buy a free pack of DORAL with their DORAL purchase.
 - Use B1G1F coupon. Replace their purchase with two packs of DORAL.
 - Require that the name generation card (DORAL & Co. BRC) is filled out and signed at the store and given back to RJR Representative.
 - Tell consumer they will be contacted in the next two weeks and will receive valuable DORAL offers in the mail.
 - Ask for a commitment to switch.
- 9) Thank the consumer and give them the conversion kit with the remaining \$3 coupon.

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DORAL PERSONAL SELLING CONVERSION FLOW

Business Reply Card Received by RJR

Timing

Within two weeks of receiving BRC.

- Consumer receives telephone call from RJR Consumer Relations thanking them for their interest in DORAL.

1st Mailing

Timing

Within two-three weeks of receiving BRC.

- Consumer receives 3 coupons - B1G1F, B2G1F, \$3 off 5 packs/carton.

2nd Mailing

Timing

Within four-five weeks of receiving BRC.

- Consumer receives six \$2 off carton/4 pack coupons, 10 bonus seals and DORAL & Co. Free carton order form (save 70 proofs to receive free carton - on-going program).

3rd Mailing

Timing

Within six-seven weeks of receiving BRC.

- Consumer receives DORAL & Co. survey to sign up for future mail offers. Those who respond will be added to the DORAL & Co. mailing list.